

Impact of Social Media on Everyday Life of Genz In Bangalore

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Abstract - This research study examines the impact of social media on the everyday lives of Generation Z individuals in Bangalore, India. With the rapid rise of social media platforms, understanding the influence they have on young people is crucial. The study focuses on exploring the patterns of social media usage, online behaviour, and the effects on various aspects of everyday life, including communication, relationships, mental health, self-image, information consumption, productivity, and socialization.

Using a mixed-methods approach, quantitative surveys and qualitative interviews were conducted with a diverse sample of Generation Z individuals in Bangalore. The study investigates the frequency and duration of social media usage, preferred platforms, and motivations behind engagement. It also explores the impact of social media on the formation and maintenance of personal relationships, both online and offline, as well as its influence on self-perception, body image, and overall well-being.

The research further examines the patterns of information consumption among GenZ individuals, analysing how social media affects their access to news, entertainment, and knowledge acquisition. The study also investigates the effects of social media on productivity, considering both positive and negative aspects.

Key Words: social media, GenZ, Online Behavior, Mental Health, Communication, self-perception, body image, and overall well-being.

1.INTRODUCTION

For Generation Z, those born between the mid-1990s and the early 2010s, social media has become an essential aspect of daily life. Bangalore, often known as Bengaluru, is the capital city of the Indian state of Karnataka and a technological and innovation hotspot. It also has a huge population of young people, including a sizable percentage of Gen Z folks who are ardent social media users.

The influence of social media on the daily lives of Bangalore's Gen Z may be seen in a variety of ways, including communication, information intake, entertainment, and personal branding. With the broad availability of smartphones and internet access, social media has become a key way of communication for many young people, with the most popular platforms being WhatsApp, Instagram, and Snapchat.

To collect data from a sample of Gen Z persons in Bangalore, the study will use both quantitative and qualitative research approaches, such as surveys, interviews, and focus group discussions. The study's findings will shed light on the good and bad effects of social media on Gen Z individuals, as well as give insights into how they may navigate and exploit social media to their advantage. Finally, the research will help to improve knowledge of the impact of social media on Bangalore's Gen Z population and support the creation of measures to encourage responsible social media usage within this group.

Furthermore, social media has changed the way young people consume and exchange information, with many relying on sites like as Twitter and Facebook for news updates and keeping up with current events. Furthermore, social media has evolved into a key source of entertainment, with sites such as TikTok and YouTube delivering an endless supply of films and material.

Additionally, social media has evolved into a vehicle for personal branding and self-expression, with many Generation Z members adopting sites such as Instagram to display their creativity and develop a personal brand. This has given birth to influencer culture, in which people with huge social media followings may make money by endorsing businesses and services on their platforms.

Overall, the influence of social media on the everyday lives of Bangalore's Gen Z is apparent, with technology influencing the way they communicate, consume information, enjoy themselves, and display themselves to the world.

2. Body of Paper

The research paper contains the problem statement, research gap, objectives, research methodology and limitations.

REVIEW OF LITERATURE:

1. Varshney, U., & Kumar, A. (2018). Impact of Social Media on Generation Z: A Review. *International Journal of Computer Sciences and Engineering*, 6(12), 283-287.

- This paper explores the influence of social media on Generation Z, including their behavior, communication patterns, and lifestyle. It highlights both the positive and negative impacts of social media on this generation, with a focus on the Bangalore context.

2. George, A. S., & Shaju, S. (2019). Impact of social media on the Lifestyle of Youth in Bangalore City. *International Journal of Scientific Research and Review*, 8(5), 453-460.

- This study examines the lifestyle changes and habits of youth in Bangalore due to their engagement with social media. It discusses the impact of social media on their daily routines, relationships, and decision-making processes.

3. Prasad, N., & Ramesh, B. (2019). The Influence of Social Media on the Mental Health of Generation Z in Bangalore. *Journal of Media Studies*, 2(1), 1-9.

- This paper investigates the relationship between social media use and mental health among Generation Z individuals in Bangalore. It explores the potential psychological impacts, such as anxiety, depression, and self-esteem issues, arising from excessive social media usage.

4. Ali, F., & Singh, S. (2020). Impact of Social Media on the Academic Performance of Generation Z Students: A Case Study in Bangalore. *International Journal of Applied Engineering Research*, 15(22), 384-389.

- This study focuses on the academic performance of Generation Z students in Bangalore and examines the influence of social media on their educational outcomes. It explores the relationship between social media use, distractions, and study habits.

5. Sudha, P., & Vaidehi, M. (2021). The Influence of Social Media on Interpersonal Relationships among Generation Z in Bangalore. *International Journal of Emerging Technologies in Engineering Research*, 9(3), 175-180.

This research paper explores the impact of social media on interpersonal relationships among Generation Z individuals in Bangalore. It discusses changes in communication patterns, social interactions, and the quality of relationships influenced by social media platforms.

6. Rideout, V., & Robb, M. B. (2018). The Common-Sense census: Media use by tweens and teens.

Common Sense Media. This comprehensive report provides insights into the media use patterns of children and teenagers, including their social media habits and the impact of social media on their well-being and relationships.

7. Verduyn, P., Lee, D. S., Park, J., Shablack, H., Orvell, A., Bayer, J., ... & Kross, E. (2015). Passive Facebook usage undermines affective well-being: Experimental and longitudinal evidence. *Journal of Experimental Psychology: General*, 144(2), 480-488.

This study investigates the impact of passive Facebook usage on individuals' well-being, including feelings of loneliness and dissatisfaction with life. While not specific to Generation Z or Bangalore, it provides insights into the potential negative effects of social media on psychological well-being.

2.1 Statement of the problem:

With the growth of social media platforms, Bangalore's Generation Z is growing more reliant on internet networks for communication, socialisation, and entertainment. While social media has many advantages, there is rising worry over its influence on GenZ in Bangalore's daily lives.

As a result, the purpose of this research article is to explore how social media influences the communication patterns, socialisation skills, mental health, and lifestyle choices of GenZ in Bangalore.

2.2 Research Gap:

One significant research gap in the study of the influence of social media on the daily lives of Gen Z persons is a lack of attention on certain types of social media platforms and their distinct features. While there has been a lot of study on social media use in general, few studies have looked at how specific social media platforms, such as Instagram or Snapchat, may affect the everyday lives of Gen Z people differently.

Limited research on the specific impact of social media on Gen Z in Bangalore:

While there has been some research on the impact of social media on young people in general, there is a lack of specific research on the impact of social media on Gen Z in Bangalore. This gap could be addressed by conducting a qualitative study that explores how Gen Z in Bangalore use social media, how it impacts their daily lives, and what benefits and challenges they perceive.

2.3 Objectives:

1. Determine the frequency and duration of social media use among Gen Z individuals, as well as the platforms they prefer.

2. To investigate the effect of social media on mental health and well-being, such as anxiety, depression, self-esteem, and body image.

3. To look at the significance of social media in altering Gen Z's social interactions and relationships, such as friendships, romantic partnerships, and familial ties.

4. To investigate the impact of social media on Generation Z's consuming patterns, such as how they shop, what they buy, and the role of social media influencers in moulding their shopping decisions.

2.4 Research Methodology:

Primary Data for this study was taken through questionnaire designed to understand the impact of social media on people. It was designed based on the set objectives of the study. A lot of secondary data from journals, magazines, internet and other sources were used in order to understand the topic as a whole.

Instrument for data collection: A questionnaire which contained survey - based questions with a mixture of Likert scale questions and dichotomous questions

Data analysis techniques:

- Pie Chart
- Chart Interpretation
- Table Interpretation
- Percentage Interpretation

2.5 Scope of Study:

1. Communication patterns: One aspect of the scope could be changes in Gen Z communication patterns as a result of social media use, such as the frequency and modes of communication, the types of messages exchanged, and the impact of social media on relationship quality.

2. Social interactions: Another component of the scope might be the influence of social media on Gen Z individuals' social interactions, such as the establishment of new social connections, the preservation of current relationships, and the impact of social media on individuals' social identities.

3. Personal identity formation: The scope might also cover the influence of social media on Gen Z individuals'

personal identity creation, such as self-esteem, self-expression, and self-image.

2.6 Limitations of Study:

1. Communication patterns: One aspect of the scope could be changes in Gen Z communication patterns as a result of social media use, such as the frequency and modes of communication, the types of messages exchanged, and the impact of social media on relationship quality.

2. Social interactions: Another component of the scope might be the influence of social media on Gen Z individuals' social interactions, such as the establishment of new social connections, the preservation of current relationships, and the impact of social media on individuals' social identities.

ANALYSIS:

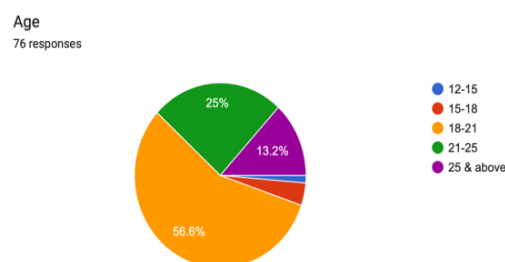
Table -1: Age Group of the Respondents

Options	No. of respondents	% of respondents
12 - 15	1	1.3%
15 - 18	3	3.9%
18 - 21	43	56.6%
21 - 25	19	25%
25 and above	10	13.2%

Analysis: From the above table we can see that the respondents who are aged between 12-15 are 1, 15-18 are 3,

18-21 are 43, 21-25 are 19 and the respondents who are aged above 25 are 10

Chart: Age Group of the Respondents



INTERPRETATION: The above pie chart shows that the majority of the respondents are aged between 18-21 with 56.6%

Table No. 2 Which social media platformers are being used ton regular basis?

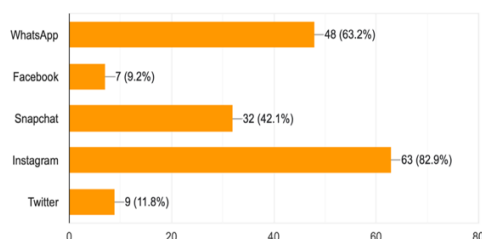
Options	No. of respondents	% of respondents
WhatsApp	48	63.2%
Facebook	7	9.2%
Snapchat	32	42.1%
Instagram	63	82.9%
Twitter	9	11.8%

ANALYSIS: From the above table, we can see that the respondents who use WhatsApp are observed to be 48, the ones who use Facebook are 7, the ones who use Snapchat are 32, the respondents using Instagram are 63 and the ones using Twitter are 9

Chart: Which social media platforms are being used on a regular basis?

Which social media platforms do you use the most?

76 responses



INTERPRETATION: From the above bar graph, we can see that the majority of the respondents prefer using Instagram – 63(82.9%) and WhatsApp - 48(63.2%) as their social media platform

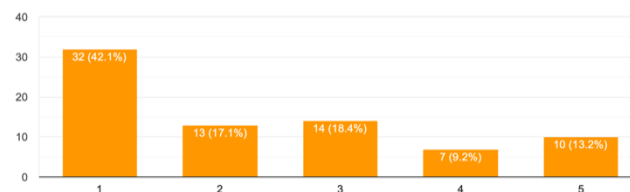
Table 3: Do the respondents feel left out or excluded due to social media?

Options	No. of respondents	% of respondents
1(Strongly disagree)	32	42.1%
2	13	17.1%
3	14	18.4%
4	7	9.2%
5	10	13.2%

ANALYSIS: From the above table, we can analyze that 45 respondents do not feel left out or excluded due to social media, 14 of them are neutral and 17 of them feel left out or excluded due to social media.

Do you feel left out or excluded due to social media?

76 responses



INTERPRETATION: From the above bar graph, we can interpret that the majority of respondents do not feel left out or excluded due to social media – 45(59.2%)

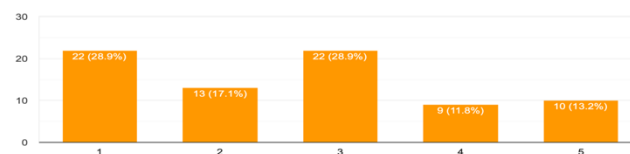
Table No.4: Do the respondents agree that social media affects their self-esteem?

Options	No. of respondents	% of respondents
1(Strongly disagree)	22	28.9%
2	13	17.1%
3	22	28.9%
4	9	11.8%
5	10	13.2%

ANALYSIS: From the above table, we can analyze that 35 respondents disagree that social media affects their self esteem, 22 are neutral and 19 of them feel that social media affects their self esteem.

Do you agree that social media affects your self-esteem?

76 responses



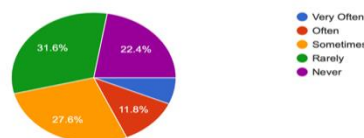
INTERPRETATION: From the above bar graph, we can interpret that majority of the respondents do not feel that social media affects their self esteem – 35(46%)

Table No.5: Do the respondents agree taking a break from social media would improve their mental health?

Options	No. of respondents	% of respondents
1(Strongly disagree)	12	15.8%
2	4	5.3%
3	23	30.3%
4	15	19.7%
5	22	28.9%

rarely have conflicts and 17 of them never have conflicts on social media

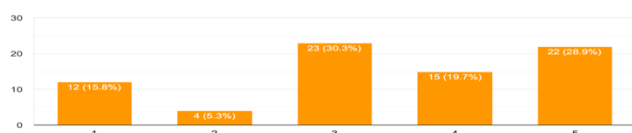
Have you ever had a conflict with someone over social media?
76 responses



INTERPRETATION: From the above pie chart, we can interpret that a majority of respondents rarely have conflicts with someone on social media – 24(31.6%)

ANALYSIS: From the above table, we can analyze that 16 respondents don't feel that taking a break from social media would improve their mental health, 23 are neutral to the point and 37 of them feel that taking a break from social media would improve their mental health

Do you agree that taking a break from social media would improve your mental health?
76 responses



INTERPRETATION: From the above bar graph, we can interpret that majority of the respondents feel that taking a break from social would improve their mental health – 37(48.6%)

Table No.6: Have the respondents had any conflicts with someone on social media?

Options	No. of respondents	% of respondents
Very often	5	6.6%
Often	9	11.8%
Sometimes	22	27.6%
Rarely	24	31.6%
Never	17	22.4%

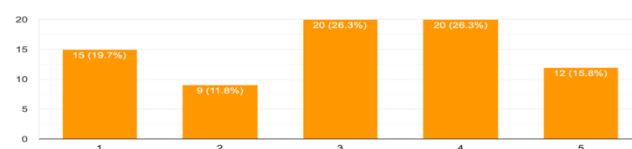
ANALYSIS: From the above table, we can analyze that 5 respondents feel they have conflicts very often, 9 of them feel they often have conflicts, 21 of them feel they sometimes have conflicts on social media, 24 of them

Table No.7: Do you agree that social media has influenced your overall spending habits?

Options	No. of respondents	% of respondents
Very often	15	19.7%
Often	9	11.8%
Sometimes	20	26.3%
Rarely	20	26.3%
Never	12	15.8%

ANALYSIS: From the above table, we can see that 24 respondents disagree that social media influenced their overall spending habits, 20 of them are neutral to the point and 32 of them agree that social media has influenced their overall spending habits

Do you agree that social media has influenced your overall spending habits?
76 responses



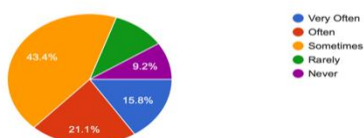
INTERPRETATION: From the above bar graph, we can see that a majority of respondents feel that social media has influenced their overall spending habits – 32(42.1%)

Table No.8: How often have you discovered a new product or service through social media?

Options	No. of respondents	% of respondents
Very often	12	15.8%
Often	16	21.1%
Sometimes	33	43.4%
Rarely	8	10.5%
Never	7	9.2%

ANALYSIS: From the above table, we can analyze that 12 respondents very often have discovered a new product or service through social media, 16 of them often discover, 33 of them sometimes discover, 8 of them rarely discover and 7 of them never discover a new product or service through social media

How often have you discovered a new product or service through social media?
76 responses



SUMMARY OF FINDINGS:

- As the research paper focusses more on GenZ majority of the responses are from Age group 18-21 years.
- Majority of the respondents spend about 1-3 hours on social media every day.
- 82.9% of the respondents use Instagram and WhatsApp being used by 63.2% of respondents.
- 44.7% of the respondents check social media notifications few times a day.
- Majority of the respondents can only go upto 3 hours without using social media.
- 35.5% of the respondents sometimes feel they are addicted to social media, whereas 26.3% of the respondents often feel they are addicted to social media.
- Majority of the respondents rarely take a break from social media.
- Almost all the respondents agree that social media has a negative impact on mental health.
- There is a mixed responses with feeling stressed about using social media and many disagree that they feel stressed.

- Majority of the respondents don't agree that they compare themselves with others on Social media.
- GenZ find a peer pressure to present a perfect image of themselves on Social Media.
- Majority of the respondents don't feel left out or excluded due to Social Media.
- Many of the respondents Disagree and stay neutral that social media affects their self-esteem.
- Respondents agree that taking a break from Social Media has improved their mental health
- Respondents agree that social media had helped to stay connected with friends and family.
- Many of the Genz's aren't very comfortable with making new friends through Social Media.
- There are an equal number of respondents who find it easier and find no impact in maintaining meaningful relationships.
- Majority of the respondents Rarely or Never has a conflict with someone over social media.
- Sometimes or rarely the respondents feel the pressure to maintain a certain image on Social Media to fit in a particular group.
- People often and sometimes have positive experiences connecting with people who share similar interest and experience through social media.
- 50% of the respondents have a positive impact to communicate and socialise in real life.
- Majority of the respondents sometimes purchase a product or service after seeing it on social media.
- Many of the respondents agree that social media has influenced their overall spending habits.
- Not many Genz's follow influencers or celebrities on social media who promote products or services.
- Respondents are neutral when it comes to being influenced to try a new product that is endorsed by a celebrity.
- Majority of the respondents feel that social media has made it easier to make informed decisions about products and services.
- Genz's frequently don't discover new products or services through social media.
- Many have had a bad experience after purchasing a product or service being advertised on social media.

RECOMMENDATIONS:

Based on the research findings, the following recommendations are proposed for further study and potential interventions:

1. **Digital literacy and online safety education:** GenZ individuals should be provided with adequate education and training on digital literacy, online safety, and responsible social media use. This could include educating them on critical thinking, fact-checking, privacy settings, and strategies to deal with cyberbullying or online harassment.
2. **Balanced social media use:** GenZ individuals should be encouraged to maintain a balanced approach to social media use, ensuring that it does not negatively impact their daily routines, mental health, or interpersonal relationships. Strategies such as setting time limits, taking social media breaks, and engaging in offline activities can be promoted.
3. **Positive use of social media:** GenZ individuals should be encouraged to use social media in positive ways, such as for self-expression, creative outlets, social activism, and building meaningful relationships. This can help them harness the potential benefits of social media and use it as a tool for personal and social growth.
4. **Mental health support:** Given the potential negative impact of social media on mental health, mental health support services should be made accessible and available to GenZ individuals who may be experiencing mental health challenges related to social media use. This can include counseling, therapy, and other interventions to help them cope with challenges such as addiction, cyberbullying, or social comparison.
5. **Further research:** More research is needed to continue exploring the impact of social media on the everyday life of GenZ in Bangalore, including in-depth studies on specific aspects such as communication behaviors, social relationships, mental health, self-identity, and cultural values. Longitudinal studies and qualitative research methods can provide deeper insights into the complex and evolving nature of social media use among GenZ individuals.

3. CONCLUSIONS

The study offered insight on the changing importance of social media in altering the lifestyle, behaviour, and attitudes of Bangalore's Generation Z. The findings highlight the importance of more research and interventions to address the influence of social media on GenZ's daily life, such as encouraging responsible social media usage, building critical media literacy, and supporting mental health well-being. Future research might look at the cultural, geographical, and contextual aspects of social media's influence on GenZ in Bangalore, as well as how it differs from other groups. Understanding the intricate interaction between GenZ and social media in Bangalore is critical for navigating the changing digital world and developing good social media habits among this generation.

The study has shed light on the evolving role of social media in shaping the lifestyle, behavior, and perceptions of GenZ in Bangalore. The findings emphasize the need for further research and interventions to address the impact of social media on GenZ's everyday lives, including promoting responsible social media usage, fostering critical media literacy, and supporting mental health well-being. Future studies can explore the cultural, regional, and contextual nuances of social media impact on GenZ in Bangalore, and how it may differ from other populations. Overall, understanding the complex relationship between GenZ and social media in Bangalore is crucial in navigating the evolving digital landscape and promoting healthy social media habits among this generation.

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